

Message Text

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21

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LIMITED OFFICIAL USE OTTAWA 3255

POUCHED TO ALL CONSULAR POSTS IN CANADA

EO 11652 NA

TAGS ETRD CA

SUBJ PROPOSED REGULATIONS REGARDING APPELLATIONS
OF ORIGIN

REFS OTTAWA 3165 AND PREVIOUS

1. DURING OCTOBER 1 COMMONS ORAL QUESTION
PERIOD, ROGER YOUNG, LIBERAL M.P. FOR NIAGARA FALLS
ASKED FOLLOWING QUESTION:

BEGIN QUOTE

IN VIEW OF THE WIDESPREAD CONCERN REGARDING THE
REGULATIONS PUBLISHED IN THE CANADA GAZETTE LAST
JULY CONCERNING THE CANADIAN WINE INDUSTRY,
MAY I ASK IF THE MINISTER NOW INTENDS TO ABANDON
THESE PROPOSED REGULATIONS?

END QUOTE

2. MINISTER OF CONSUMER AND CORPORATE AFFAIRS

ANDRE OUELLET RESPONDED AS FOLLOWS:

BEGIN QUOTE

ALL INTERESTED PARTIES HAD 60 DAYS TO
PRESENT THEIR OBSERVATIONS. IN LIGHT OF THE
INTEREST SHOWN IN THE MATTER, I EXTENDED THE
PERIOD TO NOVEMBER 24 NEXT. I APPRECIATE THE
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INTEREST OF THE HON. MEMBER AND I KNOW THAT

HE AND SOME OF HIS COLLEAGUES FROM THAT AREA
OF THE COUNTRY HAVE ALREADY MADE REPRESENTATIONS.
I CAN ASSURE THEM, AS WELL AS THE OTHER HON.
MEMBERS, THAT NO FINAL DECISION WILL BE
REACHED BEFORE ALL POINTS OF VIEW HAVE BEEN
LOOKED INTO.
END QUOTE

3. OTTAWA JOURNAL OF OCTOBER 2 REPORTED FOLLOWING
BASED ON YOUNG'S REMARKS OUTSIDE HOUSE OF COMMONS.

BEGIN VERBATIM TEXT.
MR YOUNG SAID OUTSIDE THE HOUSE THAT THE
MOVE OF THE DEPARTMENT INTRODUCING NEW REGULATIONS
DOES NOT APPEAR TO BE A FAIR ONE FOR THE
CANADIAN WINE INDUSTRY. HE POINTED OUT THAT
AFTER SOME 40 YEARS IT APPEARED STRANGE THAT
THE GOVERNMENT SHOULD SUDDENLY DECIDE THAT IN
ORDER TO "PROTECT" CONSUMERS THE CANADIAN WINE
PRODUCERS MUST STOP USING SUCH TERMS AS
"CHAMPAGNE" AND "SAUTERNE" ON THEIR WINE
LABELS.

SEVERAL YEARS AGO THE CANADIAN GOVERNMENT
ORDERED THE WINE INDUSTRY TO LABEL ITS
PRODUCTS "CANADIAN SAUTERNE", "CANADIAN
CHAMPAGNE", "CANADIAN CHABLIS" AND SO ON
DOWN THE LIST. THE INDUSTRY HAD SPENT MILLIONS
IN MAKING THIS CHANGE AND ESTABLISHING THE
NAMES AND LABELS.

NOW THE FEDERAL GOVERNMENT WAS SAYING THAT
TO ABIDE BY SOME "LITTLE KNOWN TREATIES" AND TO
ABIDE BY THE GENERAL AGREEMENT ON TARIFFS AND
TRADE IT WAS ORDERING THE WINE PRODUCERS TO
DROP THOSE NAMES, SAID MR YOUNG.

THE UNITED STATES WINE MAKERS CONTINUE TO
MARKET THEIR PRODUCTS AS "RHINE" WINE OR
"CHABLIS", "CHAMPAGNE", "BURGUNDY" AND OTHER
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TYPES, MR YOUNG POINTED OUT. THE U.S. IS
IGNORING THE FRENCH COMPLAINTS, BUT NOT THE
CANADIAN GOVERNMENT. END VERBATIM TEXT.

4. OFFICIALS AT DEPARTMENT OF INDUSTRY, TRADE
AND COMMERCE (ITC) HAVE INFORMED EMBOFF THAT
CANADIAN WINE INSTITUTE AND ONTARIO AND
QUEBEC PROVINCIAL GOVERNMENTS MAKING

VIGOROUS REPRESENTATIONS AGAINST ADOPTION
OF PROPOSED REGULATIONS. CANADIAN CONSUMER
ASSOCIATION ALSO MAY WEIGH IN WITH OBJECTIONS.

5. THESE SAME ITC OFFICIALS HAVE REQUESTED
FROM EMBASSY--AND WE HAVE PROVIDED--NAMES OF
ADDITIONAL AMERICAN WINES RECENTLY LISTED BY
PROVINCES OF ONTARIO (OTTAWA A-306, JUNE 27, 1974),
MANITOBA AND NOVA SCOTIA (OTTAWA A-450, SEPTEMBER 9,
1974), PLUS LIST OF 16 CALIFORNIA RED AND SIX
WHITE CURRENTLY LISTED BY ALBERTA.
THIS INFORMATION BEING USED BY ITC IN INTERNAL GOC
MEETINGS TO HELP DEMONSTRATE THAT MARKET
EXISTS FOR PRODUCTS WHICH WOULD BE EXCLUDED
BY PROPOSED REGULATIONS.

5. COMMENT. WHILE DOMESTIC OPPOSITION WHICH
PROPOSED REGULATIONS HAVE AROUSED MAY CAUSE
GOC TO DEFER OR SUBSTANTIALLY AMEND THEM, WE
CANNOT BE CERTAIN OF THIS, AND EMBASSY BELIEVES
IT ESSENTIAL TO MAKE OFFICIALS USG REPRESENTATIONS.
WE ASSUME DEPARTMENT CONTINUES TO PLACE HIGH
PRIORITY ON PROVIDING EMBASSY WITH INSTRUCTIONS
REGARDING THESE REPRESENTATIONS.
PORTER

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